

Position description

Manager Customer Experience

Division:	Liveable Communities
Department:	Customer Experience
Reports to:	Director Liveable Communities
Number of direct reports:	3 Direct 33-45 Indirect
Location:	Biripi Way, Taree
Employment status:	Permanent, Full Time
Date approved:	April 2020

Our Mission

“We deliver benefits for our community in a way that adds value and builds trust”.

Our Values

Organisational values are a critical component of our organisational culture. Council staff and management have created and adopted the following set of organisational values which help guide our decisions and behaviours.

Wellbeing	We value safety, security, health and happiness
Integrity	We are open, honest, accountable and take pride in all we do
Sustainability	We use efficiencies, innovation and cooperation to achieve sustainable results
Respect	We work together respectfully ensuring inclusion, equality and open communication

Position Overview

As the Manager Customer Experience at MidCoast Council, you will be passionate about creating customer centric outcomes for the whole organisation.

The position is responsible for front line customers services, delivery of customer experience transformation and building a customer first culture and capacity across the organisation.

You will need to be able to manage the development, implementation and evaluation of strategic and tactical customer engagement plans, programs and initiatives that align with the organisation’s strategic goals of being customer-centered, trusted, adding value and outcomes above and beyond our client and customer expectations.

You will also be responsible for leading and managing the Customer Experience Team who are the first point of contact for the organisation and for ensuring that Council’s Customer Service Charter sets customer expectations and forms a core part of Council’s operational approach by collecting, analysing and reporting on customer service data to better inform business units and the allocation of resources to respond to customer expectation.

Your results will be measured by your effectiveness to implement customer experience strategies and measures that help improve the client / customer journey from initial onboarding through to inter-departmental handovers and service execution. You will provide advice to Senior Executives and Project Team Leads on these outcomes and offer support on major or critical issue responses.

Key Accountabilities & Duties

Strategic Responsibilities

- To lead the development and implementation of strategy and policy for customer experience consistent with Council's objectives;
- To provide strategic leadership which results in the best outcomes for the community in relation to customer experience;
- Action the strategic direction of Council, by ensuring programs and projects support the sustainable achievement of Council objectives.
- Apply understanding of political, social and legal influences in conjunction with organisational culture to all initiatives and actions.
- Role model collaborative behaviours and support leadership across Council divisions which support the development of a positive organisational culture capable of successfully delivering our outcomes.
- Provide best practice and timely advice to the Executive Manager and Director.
- To provide leadership in the transformation of the organization's, operations and culture to mature its customer experience capabilities by creating an environment able to operate with a focus on the customer and deliver high-quality customer experience at scale.
- Be the conduit between information technology, staff and customers to drive change and deliver customer experience outcomes.
- Promote and lead the development of organisational capability and a culture of customer service excellence and growth.

Specific Responsibilities

- Demonstrate a superior customer service capability by placing the customer experience as your number one priority.
- Lead strategy, policy and service delivery for customer experience transformation
- Develop and maintain strong working relationships with clients / customers and all divisions of Council to ensure effective communication and continued service developments are achieved through strong operational skills and process improvement strategies.
- Plan, streamline and manage post-event on-boarding of clients / customers.
- Define, implement and report on customer experience service levels across the business.
- Develop and maintain strong working relationships with a range of internal and external stakeholders, often with varied, diverse interests and expectations.
- Lead and train the Customer Experience team as well as implement, monitor and maintain Client / Customer Service standards, practices and procedure across the whole organisation.
- Develop and implement the strategic direction for the Customer Experience team.
- Lead, manage, support and develop the Customer Experience team to ensure high levels of service to all clients and customers.

- Ensure timely and accurate reporting of KPI's, investigating and reporting on variances, working to correct any variances.
- Develop, recommend and implement improvements to improve the customer experience, productivity, lead time, quality and cost efficiency.
- Ensure the speed and accuracy of all transactional activity to improve customer experience.
- Prepare process and value chain analysis to support problem solving and decision making.
- Manage the implementation of MidCoast Council's Customer Service Charter.
- Develop an annual Business Plan for the Customer Experience team;
- Ensure the vision, strategic direction & culture of the Council is communicated internally and externally by ensuring key messages are supported in the delivery of Council business.
- Lead and maintain a strong culture in the Customer Experience team that is responsive, helpful, open, honest and transparent;
- Oversee the development and implementation of a Customer Service Strategy relating to all functions of Council;
- Provide strong team leadership, coaching and mentoring to staff to motivate a high performing work team that fosters a shared and understood vision and delivers outcomes across the Customer Experience team;
- Manage and evaluate work projects/programs to be delivered on time and within budget, showing appropriate levels of adaptation and flexibility as required;
- Provide high level advice and reporting to Council, the General Manager and the Management Executive Team to facilitate informed decision-making and the achievement of Council's strategic objectives;
- Participate in corporate projects as directed by the relevant Director or General Manager;
- Work Health & Safety - All Council staff are accountable for ensuring that they fulfil their specific responsibilities, duties and due diligence requirements under the NSW Work, Health & Safety legislation. Staff are also required to adhere to Council's relevant safe work instructions, policies and procedures.
- Equal Employment Opportunity (EEO) - All Council staff are required to adhere to Council's EEO policies and procedures.
- Delegations - All Council staff are required to comply with the financial and operational delegations issued to them as per Council's delegations register.
- Other Duties within employee's skill, competence and training as directed and in accordance with the Local Government (State) Award.

Selection Criteria




1. Tertiary Qualifications in Business, Communications, Public Relations, Design Thinking or a related discipline and/or equivalent experience in a high level supervisory customer experience role.
 2. A proven track record in leading customer experience teams and implementing customer experience programs and solutions in a consumer focused business.
 3. Experience in developing new strategic directions and implementing innovative and forward thinking approaches to customer experiences.
 4. Demonstrated well developed interpersonal skills, emotional intelligence and negotiation skills including the ability to tailor messages to varied audiences.
 5. Self-starter who learns, adapts and thrives in a fast-paced environment, can deal with organisational ambiguity and knows how to create certainty and clear out 'noise' through prioritisation and outcome delivery.
 6. Current experience in the application of technologies and solutions that improve overall customer experience.
 7. Demonstrated capacity to analyse and resolve problems using sound judgement, analytical and investigative skills to make merit-based decisions and respond positively to emerging issues and trends.
 8. Have well developed management skills with the ability to deal with conflicting deadlines.
 9. Demonstrated experience in motivating, leading and supporting staff in an intensive work environment.
 10. Proven ability to establish, interpret, monitor and evaluate business procedures and processes.
 11. Proven ability to drive transformational change and ensure the achievement of measurable improvements in customer service and organisational culture.
 12. Demonstrated applied understanding of theory and practice of promoting customer experience, digital innovation and change in complex organisations.
 13. Demonstrated ability to meet the focus capability requirements of this position as defined in the position capabilities.
 14. Class C Drivers licence.
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Position Capabilities



The Local Government Capability Framework describes the core knowledge, skills and abilities expressed as behaviours, which set out clear expectations about performance in local government: “how we do things around here”. It builds on organisational values and creates a common sense of purpose.

More detailed descriptors of capabilities are available at: <http://capability.lgnsw.org.au/>

Below is the full list of capabilities and the level required for this position. The capabilities in bold are the focus capabilities for this position.

Local Government Capability Framework		
Capability Group	Capability Name	Level
 Personal attributes	Manage Self	Advanced
	Display Resilience and Adaptability	Advanced
	Act with Integrity	Advanced
	Demonstrate Accountability	Advanced
	Communicate and Engage	Advanced
 Relationships	Community and Customer Focus	Highly Advanced
	Work Collaboratively	Advanced
	Influence and Negotiate	Advanced
 Results	Plan and Prioritise	Advanced
	Think and Solve Problems	Advanced
	Create and Innovate	Adept
	Deliver Results	Advanced

Local Government Capability Framework

Capability Group	Capability Name	Level
 Resources	Finance	Adept
	Assets and Tools	Adept
	Technology and Information	Advanced
	Procurement and Contracts	Adept
 Workforce Leadership	Manage and Develop People	Advanced
	Inspire Direction and Purpose	Advanced
	Optimise Workforce Contribution	Advanced
Lead and Manage Change		Advanced

ACKNOWLEDGEMENT

This position description is a broad description of the accountabilities, duties and required capabilities relating to this position. The role and position are dynamic and may evolve and change over time in line with changing strategic and operational requirements. Continuing development, change and improvement of processes, practices, knowledge, skills and behaviours is expected at MidCoast Council.

I have signed below in acknowledgement of reading, understanding and accepting the contents of this document. I accept that, with consultation, my duties may be modified by MidCoast Council from time to time as necessary.

Employee's Signature:

Date:

HR USE ONLY

Is a Working with Children Check required for this position?

Yes ☐ No ☒

Is a criminal record check required for this position?

Yes ☐ No ☒